

# SHIRLEY MO

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## SOCIAL MEDIA

INSTAGRAM



FACEBOOK



## PROFILE

Graduating from a degree in Fashion Business and Promotion at Birmingham City University (BCU)

Good with time management, friendly, welcoming and able to follow given instructions. Good verbal and communication skills built from past work experience.

Would like to pursue a career in visual merchandising where I can spread my creative side. Actively looking for a permanent full time job.

## EDUCATION

### BA HONS FASHION BUSINESS AND PROMOTION BIRMINGHAM CITY UNIVERSITY 2016 - PRESENT

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BUYING AND  
MERCHANDISING

- With close observation to All Saints, a recognition of the brand was obtained alongside consumer awareness.
- Knowledge of programmes such as Excel and InDesign to produce critical paths which included lead times.
- Creation of clothing collection for Summer/Spring 2018 from using Illustrator.

VISUAL  
MERCHANDISING

- Collaboration with Birmingham Selfridges; in teams of 4/5, use SketchUp to produce concept design.
- Exhibiting a presentation to showcase trend forecasting and key drivers.
- Innovation was essential to meet the Selfridges criteria and develop their brand awareness.

EVENTS  
MANAGEMENT

- As a team of 8, an idea was to be generated to raise money and awareness for the charity St Basils.
- Networking with the group and to other industries was crucial to negotiating which is a transferrable skill in the future.
- Problem solving was vital in the case of something not going accordingly to the plan.

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### BELFAST METROPOLITAN COLLEGE BELFAST TITANIC QUARTER 2014 - 2016

A Level - Media, Mathematics and Business Studies

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### KNOCKBRED A HIGH SCHOOL BELFAST 2008 - 2013

9 GCSEs with A in Mathematics and B in English

## REFERENCES

**ALISON RAPSEY - COURSE DIRECTOR**  
alison.rapsey@bcu.ac.uk

Birmingham City University, B4 7BD  
0121 331 5000

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**SARAH HYDE - STORE MANAGER**

Greggs PLC - Maypole  
1013 Alcester Road South, B14 5JA  
0121 436 7186

## EXPERIENCE

**AMAZON ERDINGTON, BIRMINGHAM**  
SEPT 2018 - DEC 2018

- Ensure targets are met at the end of each shift to allow consumers to receive their packages on time.
- Tidy packages to be delivered at all times.
- Keep warehouse clean at all times to provide a safe environment for others working around me.

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**GREGGS MAYPOLE, BIRMINGHAM**  
NOVEMBER 2017 - AUGUST 2018

- Upgrade in my communication skills resulting in exceptional customer service. This was vital to Greggs as this was one of their unique selling points.
- Working in a fast paced environment allowed me to pick up skills along the way quickly.
- Money handling was a main priority in Greggs as most of the time you would have to serve the customers coming in with a friendly engagement at all times.

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**LEE GARDEN, BELFAST**  
NOVEMBER 2015 - SEPTEMBER 2017

- Consistent engagement was vital to serve all customers' needs and wants in the restaurant.
- A good memory was also essential to fulfil customer satisfaction.
- A fast paced environment resulted in great care with all details within the store to prevent slips, allergies and many more factors.